

Guliko KatamadzeE-mail: qatamadze.guliko@bsu.edu.ge

Associated Professor, Batumi Shota Rustaveli State University,

Batumi, Georgia

orcid.org/0000-0002-5198-3890

THE ROLE OF SOCIAL MEDIA-ADVERTISING IN THE DEVELOPMENT OF GEORGIAN COMPANIES

Abstract . *The use of social media advertising as a means of marketing communication is gaining strategic importance for companies operating in Georgia. Social media-advertising research is all the more relevant for those firms that are trying to deliver a marketing "message" to a wide audience with minimal costs and brand positioning in the market. The relevance of the problem is determined by the fact that the influence of social media advertising on the development of Georgian companies, their branding process and the effectiveness of the returns received from the investment of their marketing activities has not been properly studied.*

The purpose of the research is to develop the best mechanism for using social media advertising for companies operating in Georgia, to determine the most favorable form for use as a marketing communication tool based on user behavior.

Methods of data collection and observation were used to develop the paper. We used the collection method to assess the possibility of using social media advertising by companies operating in Georgia, and the observation method - to determine the potential of their social media space, based on which the possibilities of increasing the effectiveness of companies through social media advertising were identified.

As a result of the research, it is clear that Georgian companies use social media advertising to improve their brand, to attract a new target audience. Social media advertising has a strategic importance in increasing the effectiveness of companies operating in Georgia at all stages of their operation. Accordingly, we can refer to the complex combination of traditional and electronic businesses as a result of using social media advertising, which will help to increase the marketing efforts of companies operating in Georgia and, as a result, their competitiveness and operational efficiency.

Keywords: *Social media-advertising, marketing effectiveness, social media-space, business.*

JEL classification: *M31, M37*

გულიკო ქათამაძეE-mail: qatamadze.guliko@bsu.edu.ge

ასოცირებული პროფესორი, ბათუმის შოთა რუსთაველის

სახელმწიფო უნივერსიტეტი,

ბათუმი, საქართველო

orcid.org/0000-0002-5198-3890

სოციალური მედია-რეკლამის როლი ქართული კომპანიების განვითარებაში

აბსტრაქტი: სოციალური მედია-რეკლამის, როგორც მარკეტინგული კომუნიკაციის საშუალების, გამოყენება ქართული კომპანიებისათვის სტრატეგიულ მნიშვნელობას იძენს. სოციალური მედია-რეკლამის კვლევა მით უფრო აქტუალურია იმ კომპანიებისთვის, რომლებიც ცდილობენ მინიმალური დანახარჯებით ფართო აუდიტორიისათვის მარკეტინგული „მესიჯის“ მიწოდებას და ბაზარზე ბრენდის პოზიციონირებას. პრობლემის აქტუალობას განაპირობებს ის, რომ არაა სათანადოდ შესწავლილი სოციალური მედია-რეკლამის გავლენა ქართული კომპანიების განვითარებაზე, მათი ბრენდინგის პროცესსა და მათ მიერ განხორციელებული მარკეტინგული აქტივობის ინვესტირებიდან მიღებული უკუგების ეფექტიანობაზე.

კვლევის მიზანს წარმოადგენს ქართული კომპანიებისთვის სოციალური მედია-რეკლამის გამოყენების საუკეთესო მექანიზმის შემუშავება, მომხმარებლის ქცევიდან გამომდინარე, მარკეტინგული კომუნიკაციის ინსტრუმენტად გამოყენებისათვის ყველაზე ხელსაყრელი ფორმის განსაზღვრა.

ნაშრომის დასამუშავებლად გამოყენებული იქნა მასალების შეგროვებისა და დაკვირვების მეთოდები. შეგროვების მეთოდი გამოვიყენეთ ქართული კომპანიების მიერ სოციალური მედია-რეკლამის გამოყენების უპირატესობის შესაფასებლად, ხოლო დაკვირვების მეთოდი კი - მათ მიერ სოციალური მედია-სივრცის გამოყენების პოტენციალის დასადგენად, რის საფუძველზეც გამოიკვეთა სოციალური მედია-რეკლამის მეშვეობით კომპანიების ეფექტიანობის გაზრდის შესაძლებლობები.

კვლევის შედეგად იკვეთება, რომ ქართული კომპანიები იყენებენ სოციალურ მედია-რეკლამას ბრენდის გასაუმჯობესებლად, ახალი მიზნობრივი აუდიტორიის მოსაზიდად. სოციალურ მედია-რეკლამას სტრატეგიული მნიშვნელობა გააჩნია საქართველოში მოქმედი კომპანიების ეფექტიანობის ამაღლებაში მათი ფუნქციონირების ყველა ეტაპზე.

საკვანძო სიტყვები: სოციალური მედია-რეკლამა, მარკეტინგული ეფექტიანობა, სოციალური მედია-სივრცე, ბიზნესი.

JEL კლასიფიკაცია: M31, M37

INTRODUCTION AND REVIEW OF LITERATURE

Introduction.

The essence of the issue, the problem. In the last decade, the change in the taste of consumers, as well as the rapid development of Internet technologies, had a significant impact on the development of social media advertising, as well as the Georgian companies that distribute it. New forms of Internet marketing and information delivery present new challenges to companies operating in Georgia, which prompts them to increasingly use social media advertisements to spread information about their goods and services. International terrorism, the Middle East and ongoing hostilities between Russia and Ukraine have made the modern world unstable. The process of redistribution of foreign markets is underway. The economic uncertainty put the issue of intensive use of social media-advertising even more strongly on the agenda, forcing many Georgian companies to radically change their existing marketing and advertising strategy.

Georgian companies use social media advertising to meet the ever-changing needs of consumers, to improve their advertising strategy and digital services. The complex combination of intensively changing digital technologies, IT specialists and Internet users is reflected in the formation of social media advertising. The researchers agreed that the study of the role of social media advertising in the development of companies is an area of interest for modern science. This is confirmed by marketing research.

Purpose and scope of research. The purpose of the study is to determine the role of social media advertising in the development of Georgian companies, which will help to establish simple and direct marketing communication with Internet users, to meet their rapidly changing needs. To achieve this goal, methods of material collection, grouping and analysis were used. The area of research is social media advertising, the proper management of which will help Georgian companies to establish and improve communication with a potential, new online target audience, to influence in favor of the social media advertising company when the user makes a decision to buy.

Research hypothesis and main task. The hypothesis of the research is that if Georgian companies advertise on the social network, then by attracting new customers in the online space and gaining their loyalty, they will be able to further increase the volume of goods and services, expand the key segment, reveal and activate the key potential of their products. **The main task of the research** is to determine the ways to solve the problems in the field of social media-advertising by Georgian companies.

The methodological basis of the work is the works developed by Georgian and foreign scientists in order to study the effectiveness of using social media advertising. Our research is based on methods of collecting, grouping and analyzing materials. In particular, the method of collecting materials is used to evaluate the effectiveness of the use of social media advertising by Georgian companies, while the observation method is used to determine the challenges and potential in this field. As a result, solutions to the challenges of using social media advertising have been identified. The paper discusses the advantages of using social media advertising by modern Georgian companies. Georgian and foreign scientists have elaborated many works on the role of advertising in increasing the efficiency of business activities of companies, but their research is mainly focused on traditional methods of advertising products. The shortcoming of

their research is that, according to them, the success of companies depends on the selection and correct management of the optimal option among their traditional advertising strategies, the correct location of advertisements (correct geographical placement), the complex development of many interrelated processes in the marketing activities of companies. They claim that advertising of companies through traditional channels is a sufficient condition to increase the effectiveness of their activities.

The potential usefulness of the proposed research lies in the fact that the opportunities and challenges of increasing the efficiency of Georgian companies' business activities are discussed within the framework of online marketing, in particular - social media advertising, in the context of redistribution of key markets, against the background of the uncertainty of the world economy.

Review and understanding of relevant literature.

Consider the opinion of some Georgian and foreign researchers on the role of social media advertising in increasing the effectiveness of companies. For many years, scientists have realized that the easiest, cheapest and most convenient way to spread information about products produced by companies is social media advertising, which is an inevitable process. That's why marketers are trying to create such social media platforms that provide awareness of products, key and, therefore, increase the level of competitiveness of companies through Internet advertising. Programmers, together with scientists, have created social media platforms tailored to the company's business profile, which increase the awareness of a particular product by targeting its direct consumer's online communication channels and delivering the right advertising. They emphasized the importance of finding the right marketing communication channels in this process, confirmed the low effectiveness of the influence on product awareness growth due to the locality of advertising through traditional channels, and encouraged companies to use social networks to distribute advertising to a wider audience.

Advertising on social media is a new opportunity to provide information about products to a wide audience of users and, therefore, to raise the awareness of products. In 2022, Georgian scientist Nino Chanturia published the work "The road from traditional marketing to digital marketing" in the international scientific journal "Innovative Economy and Management", where the author notes that "companies are moving from traditional markets to digital markets and digital marketing, which gives them the opportunity to reach more customers." voice Digital marketing provides information to consumers more easily, and they communicate directly with companies, which increases trust and a sense of security in the consumer, at the same time it reduces the costs of communicating with them. All this allows the company to expand its business globally. Along with the advancement in technology and the high trend of using the Internet, digital marketing will help companies understand consumer behavior." (Chanturia N., 2022: 29)

Social media advertising is aimed at promoting companies' business expansion, raising consumer awareness of important consumer and technical-economic features of products, and/or making a purchase decision in favor of a given company. In 2021, the young Georgian scientist-worker Nia Todua published the work "Social Media Marketing", where the author notes that "social media is an integral part of modern society and is gradually becoming an important

marketing tool that provides companies with the greatest opportunities for customer relations. It can be said that social media is a group of Internet applications based on the Web 2.0 platform and allows attracting new users. The number of active social media users is growing significantly every year." (Todua N., 2021: 15)

In the modern world, social media has become an important part of marketing communications. In 2020, Georgian researcher Khatia Gelashvili published the paper "The influence of social media on the decision of incoming tourists in Georgia", where he notes that "in the social space, companies actively use various attractive photo or video materials for promotion.....Today's social media plays an important role in the tourism industry. Social media advertising, compared to other types of advertising, can produce strong results in the development of Georgian tourism companies. Therefore, because of this ability and advantage, travel companies are managing their business development online." (Gelashvili Kh., 2020: 331)

At the modern stage, marketing activities, promoting the work of companies are carried out in a digital environment. Foreign authors Visar Rustemi, Egzona Hasani, Gezim Jusufi and Dušan Mladenović in their work: "Social media in use: A uses and gratifications approach" note that "the place of traditional marketing has been replaced by digital marketing today. Consumers use social media to get information about products and services, form an attitude towards them. It helps companies to better attract online customers through social networking." (Rrustemi V....2013: 201)

The popularity of the social network is growing. Marketers use its platforms to increase product awareness. American scientist Ashley Elmore-Bosonak in her paper "Should Universities Develop Courses or Degree Programs in Social Media Marketing?" notes that "the use of social media platforms allows companies to advertise. It even allows companies to thrive through social media. Technological advances have changed the format in which companies advertise their products, greatly increasing the popularity of social media. The use of these technologies has increased product awareness and sales volume. (Elmore-Bosonak., 2014: 125).

Thus, as can be seen from the analysis of studies conducted by Georgian and foreign researchers on social media advertising, if companies move from traditional forms of advertising their products to a digital platform, it will be possible to reveal and implement their business potential, to solve the challenges in this field. According to them, the use of digital marketing has a crucial role in the successful development of modern companies. Their papers detail the advantages of social media and the aspects of increasing companies' competitiveness through it. Similar studies to Internet marketing create favorable conditions for the development of modern companies.

The challenges in the field of advertising policy of modern Georgian companies are studied in detail in the works of Georgian scientists. As a result of the research, Georgian scientists came to the conclusion that the advertising strategy of Georgian companies needs to be reviewed, in the direction of moving from traditional methods of product advertising to digital platforms. As it is clear from the analysis of the works of Georgian researchers, the demand for visiting social media advertising from consumers and for placing social media advertising from Georgian companies is growing steadily.

Our vision in this work, unlike other scholars, is to study the opportunities and advantages of social media advertising in increasing the efficiency of business activities of Georgian companies in the conditions of key markets, target audience redistribution and modern, dynamic world economy. The transition to the intensive use of social media advertising puts on the agenda the need to review the marketing and advertising policy of Georgian companies. The hitherto unsolved problem of effective use of social media advertising by Georgian companies, to which the article is devoted, is the discovery of new opportunities to raise awareness of products and reach a wider (larger) target audience in the Internet space through the more effective use of social media advertising, so that these companies to fully reveal and activate the potential of their business activities.

METHODOLOGY

The methodological basis of the paper is the scientific-intellectual studies prepared by Georgian and foreign scientists in the direction of studying the role of social media-advertising in the field of raising the awareness of companies' products. The work is built on the basis of relevant theoretical studies, concepts, visions and ideas in the field of digital technologies and marketing. The statistical research methods used in the study of the paper correspond to the scientific direction of the study of social media advertising.

RESULTS

Advantages and disadvantages of using social media advertising in Georgian companies. The uncertainty created in the world market forces Georgian companies to adapt their advertising strategy to new challenges as quickly as possible. Otherwise, it will be inevitable to lose the key product segment, competitiveness and market place. If until now Georgian companies had only one direction of communication with potential customers, in the era of modern technologies, the business sector can attract customers and establish feedback using a wide range of communication. Social media is one of the effective tools for communication and feedback with customers, without which it is almost impossible to do business at the modern stage. The development of digital technologies allows Georgian companies to successfully implement advertising activities through social networks. One of the most important advantages of using social media advertising is the ability to observe and analyze the dynamics of consumer behavior.

Just a few years ago, social media became an integral part of the activities of modern companies, and today it plays a large role in increasing the efficiency of their business, helps to establish a two-way close feedback with the customer, in the process of socializing with a wide audience, and most importantly - plays a major role in decision making. In modern conditions, engagement and activity in social media is one of the necessary prerequisites for increasing the efficiency of Georgian companies' business activities, especially for those Georgian companies that are inexperienced in this field and offer customers an intangible, intangible and non-permanent service for the first time. The social network helps the potential customer entering the online space to quickly, easily and accurately get the information he wants about the consumer and technical-economic characteristics of the products.

Our analysis clearly shows that Georgian companies use social media advertising to develop their image, respond to customer questions, opinions and feedback, involve customers in

new product creation or innovative development, and hire employees. Georgian companies use social media advertising to inform Internet users about the existence of their products and to attract new target audiences. Social media advertising has a great role in increasing the business efficiency of Georgian companies at all stages of their operation. Accordingly, we can refer to the optimal combination of traditional and digital businesses as the result of the joint use of traditional and social media advertising, which contributes to the increase in the efficiency of the functioning of Georgian companies and, accordingly, the level of the quality of their products.

The advantages of using social media advertising include the ability to implement it at a lower cost, to reach the target audience directly, to find out the needs of consumers, to launch advertisements intended for the target segment directly, to establish feedback with the customer, to record and analyze the evaluation of loyal customers. In modern conditions, the most important component of social media is the advertising potential tailored to individuals and intended for people whose interests, desires and inclinations are actively expressed in Internet activity.

Georgian companies select the target audience and reclassify it into smaller groups in several directions: age, country or city of residence, language and gender. Target audiences can also be grouped based on the interests, preferences or preferences of specific people, and targeted ads can be offered to these groups separately. There are other tools for determining user behavior, for example, how many people view this or that post, what has the most feedback or what trends are observed in competing companies. Analyzing such details provides near-realistic results for long-term reporting. In addition, when people come across interesting posts on social networks, they naturally engage in interactions – they start giving feedback to companies, which further increases their awareness. In order to determine how correctly the company has selected the target audience and how effective the activity of users on the social network will be, social media audit is the best way to get this information.

Georgian companies use social media advertising with different intensities. They try to establish communication with the target audience through various advertising campaigns. As our study of the practice of using social media advertising by Georgian companies has shown, the effective use of this channel of communication with the target audience has a great role in ensuring the success of companies operating in Georgia, both at the initial stage of their establishment in the market, as well as in the subsequent phases of operation. Our observation of the impact of social media advertising on the activities of Georgian companies also showed that Georgian companies at all stages of the life cycle (development, market entry, growth, maturity and decline) need to communicate with customers through social media advertising. In addition, the observation showed that as a result of analyzing the positive features of social media advertising, the marketers of Georgian companies want to completely remove from their advertising strategy low-effective and locally distributed traditional approaches to advertising. However, as the marketers of Georgian companies admit, the optimal integration of social media advertising and traditional advertising (signs, outdoor advertising, etc.) together gives the best results for business success and sales stimulation.

The majority of Georgian companies are in the stage of establishing themselves in the market. Therefore, it is important for them to raise brand awareness, which will allow them to send the right, specific message to the customer. Georgian companies should use the most

flexible tool of marketing communication to increase awareness. In this case, it is important to choose the channels that ensure delivery of the message to the target group in the least amount of time and at the least cost. Social media advertising is the best way to achieve this goal. In the background of the world economic crisis, the reduction of advertising costs is essential for Georgian companies, however, based on the principle of branding, it is also necessary to position them continuously in the market.

It should be noted that every year the number of Georgian companies involved in social media increases and, due to the easy accessibility and activity of the companies, the level of customer satisfaction towards them. In order to perfect the advertising strategy, any company needs not only to correctly define the target audience, but also to correctly define and purposefully use the platforms of social channels, since different social networks have users distinguished by their individual characteristics. For the success of business and the correct formation and placement of social media advertising by marketers, a marketing complex has been developed for the purpose of digital and social media advertising, which allows strengthening and refining the advertising strategy. Overall developed advertising strategies and marketing mix create a healthy environment for business development.

However, along with a lot of benefits, there are some negative aspects (risks) of advertising on social networks, which is why a large number of companies refrain from advertising their business on social networks, from engaging in them. Observing the activities of Georgian companies has shown that they face the following threats when using social media advertising:

Risk of fraud and cyber-attacks. The greatest risk for Georgian companies is cyber-attacks, through which it is possible to disable the company's entire network, obtain data and information, hack accounts, and fraudulently withdraw money from customer accounts. Accordingly, there is a high probability of fraud and cyber-attacks carried out by Georgian companies on advertising content posted on social networks. Protection of cyber-security is related to quite large amounts of money, which small and medium-sized companies cannot spend, or if they do, their products become more expensive.

Anti-PR from competitors. Competitors, using the unlimited possibilities of Internet technologies, can carry out anti-piracy with more powerful effect.

Fixing a negative position by users. Social media advertising, as we have already said, is a source of two-way communication, therefore, there is a risk of negative feedback and the loss of potential customers as a result. Therefore, there is a risk of viral spread of a message containing negative information, as the customer can register his complaint in the complaint section of the company's website, express a negative reaction to the quality of the goods purchased online and the service provided.

subjective interpretation. Advertising on social media is based on human interpretation, so they can change the context of advertising campaigns to suit their interests.

Presence of fake profiles. It is also conditional that social media seems to work perfectly when it comes to increasing awareness, but often, the statistics presented here do not reflect the actual volume of sales at all. The reason for this is that a large number of Internet users have fake profiles or, despite being active, do not buy products at all.

Presence of bots. When talking about fake profiles, it's hard not to mention bots that not only post, but also write comments and respond to advertising campaigns. This inflated data makes reporting difficult. In some cases, this engagement can have a positive impact on the process - increase video views, post shares or photo likes, however, in the long term, it hinders the process of gathering accurate information when it comes to actual sales.

Visual content gap. Research has shown that visual content advertising is particularly powerful and evokes emotions in people that text often cannot. Therefore, social networks where images or videos are uploaded are likely to be used more actively in the near future when planning various advertising campaigns.

Limitation of access to the social network. In order for a company to create a loyal customer base to offer existing or new products, it is necessary to actively use social media. Modern effective communication involves not only the use of social networks or traditional media, but also the simultaneous involvement of these two channels to obtain maximum business results.

Mixed perception of social media platform. The strategies of Georgian companies often differ from their foreign counterparts. Companies active in social media perceive this platform differently and have different views on the process of communicating with customers. Customer expectations and company steps in the social media space are, in some cases, at odds with each other. As a result, marketing efforts are untargeted, and customer expectations remain unanswered.

Inconsistency of the positioning of Georgian companies with the user's expectations in the social media space. The discrepancy between companies' positioning in social media and customer expectations is caused by several reasons: a) some companies use social media irregularly, so customer activity remains unnoticed and/or unanswered; b) In some cases, companies perform activities in social media channels that are radically different from their field of activity. Some of the customers find it difficult to perceive such positioning and stop communicating with the company; c) Companies do not have an analytical scheme to evaluate the quality of activity in the social media space. As a result, competing organizations may be more interested in the customer; d) Companies do not know the parameters for calculating ROI, which makes it difficult to measure their marketing efforts.

There are peculiar, different forms and trends of using social media space in Georgia. Most Georgian companies prefer the social network - Facebook among different social media channels, however, the means of social network management, campaign planning, evaluation and control are different and often unplanned.

Using social media advertising, small and medium-sized companies have been given the opportunity to run a marketing campaign that will put them on an equal informational platform with other large companies in the country. Social media advertising and projects implemented in the electronic space are becoming an integral part of the advertising strategy. This trend is as evident in Georgia as in other countries of the world. Advertising campaign in traditional form is becoming ineffective as it is being replaced by ads placed in social media space with fast pace and best results. However, the interest of consumers in social media advertising leads to untargeted actions on the part of companies in some cases. Georgian companies are active in

social networks for brand positioning, but their activity often results in negative brand positioning. A series of difficult-to-understand messages is created for the user, due to which he loses the desire to communicate with the company. All this reduces both the ability to attract new customers and the loyalty and retention of existing ones. Therefore, a wrongly implemented social media campaign becomes unprofitable for Georgian companies.

Analysis of the results of monitoring the dangers of using social media advertising by Georgian companies. From the above analysis, it is clear that despite the presence of certain threats in the field of social media advertising by Georgian companies, there are several reasons why it is necessary, appropriate and justified to use social media advertising by Georgian companies. First of all, it is increasing their awareness and attracting customers, in any case, a large part of the target audience uses social networks, and access to all these customers increases the visibility of the brand and the activity of the content. The use of social media advertising for Georgian companies increases search engine optimization, through a targeted and well-crafted content strategy, the services and products offered by the brand are always the leader in search engines. The optimization of search engines is facilitated by the formation of permanent content, which implies the re-sharing of posts spread on social networks at certain intervals.

Social media advertising will help Georgian companies to define the target audience. For example, Twitter and Instagram are effective marketing tools for interacting with customers. By updating users' tweets and statuses, it is possible to gain insight into their daily lives and behavior, which has clear marketing benefits, including increasing sales and refining product strategy. Social media advertisements provide an opportunity to determine the scope of Georgian companies' business activities and to establish new goals. Advertisements run through digital platforms are aimed directly at the target segment. Target audience can be filtered based on gender, age, location, education level and user behavior. Using ad management tools like HubSpot provides even more insight into an ad campaign, since social media advertising and customer relationship management are inseparable elements, connecting ad results with customer relationship management will allow Georgian companies to determine exactly what types of ads make a page more successful and How promising is the chosen strategy?

Social media advertising is an easy and fast way to serve customers. If there is any problem with the goods and services offered, the customer expects a quick response and immediate action. Our analysis of the functionality of social media advertising has shown that the customer wants to receive a response from Georgian companies as quickly as possible, although the response is not given at all or the actual time of issuing the voucher is much longer. According to the analysis of current events in social media advertising, effective and constantly active social media advertising provides Georgian companies with an increase in the number of loyal users.

The use of social media advertising by Georgian companies will create a loyal attitude towards them, because brands with an active social media profile have more loyal customers than those companies that are not active in the social media space. Obviously, when the public sees how easy it is to establish two-way communication with the company, as well as when the company spends a lot of time to provide useful information to the followers, these facts

strengthen their perception that they are perceived for the company not only as a source of income, but as partners and employees.

Business management by Georgian companies using social media advertising is a success for them. Successful companies (brands) have at least two social networks, but many of them do not manage them properly, since the presence of these channels without investment does not change anything in the way of brand success. It is better for Georgian companies to have only one well-functioning social platform at the initial stage than several abandoned content. All companies can create their own business advertising platform on social networks for free. Therefore, in a highly competitive market, the most powerful tool is involvement in the social network, openness and concern for the well-being of the user.

Using social media advertising is the best way to increase brand awareness and company success in the market. In the first stage, it leads to customer attention and key stimulation through proper positioning. In order for Georgian companies to be able to manage their values and business consistently and purposefully, they need to choose the right advertising strategy and follow the relevant rules. In particular, these rules are:

listen. Georgian companies should listen to the opinions, concerns, questions, and comments of the audience. By receiving and using this information in business, they can accelerate the development of business activities, understand the needs of customers and offer them useful products and services, which is a favorable prerequisite and guarantee of their success.

Suggest. Giving one-time gifts or offering discount coupons by Georgian companies in exchange for brand promotion, likes and shares will create empathy in the customer, and the amount given is insignificant compared to the benefits received, such as image enhancement, customer loyalty and business revenue growth.

Focus on quality. It is often difficult for users to filter through the vast amount of information available on the social network, so they choose the type of brands that provide the user with only the necessary, useful information, and not content overloaded with multiple repetitions.

To connect with followers, a healthy balance of content is maintained on the principle of 50:30:20 (50% - engagement; 30% - informing; 20% - promotion). Half of the posts posted by Georgian companies on social networks should serve to attract customers and increase engagement. This allows followers to see the human side of the business, which can help build an open relationship by posting behind-the-scenes photos and videos, using branded GIFs, mimes, and small quizzes for entertaining content. Informative and educational content is another important component that underpins a brand's social strategy.

Data about customer interests can be obtained by observing their behavior, questions, and the common challenges they face. Promotion of sales of own products and services can only include 20% of brand posts, due to the fact that social media is a two-way communication tool, and posts that increase engagement and provide information are a way to attract more customers than directly increase the number of sales. Due to the fact that the use of social media advertising in modern times is necessary for the business activities of all types of companies, advertising strategies have been developed that improve its use.

A social media advertising framework strategy includes: education, empowerment, entertainment and engagement. The goal of each is to deliver goods and services to customers in a different way.

Education. The knowledge of creating and managing social media advertising will help Georgian companies to provide customers with any kind of information about the value of the company, the quality of the offered products and guarantees, and this will lead to a feeling of trustworthiness and goodwill towards the company.

Strengthening. The goal of Georgian companies should be to make the customer feel needed and valued by the company, which will make the customer more loyal and loyal. Enhancement can be done by displaying a model with different looks so that the customer can adapt to the company's offer as much as possible.

have fun. This approach to social media advertising emphasizes its main function - to provide entertainment to the public, to relieve them from the daily tedious routine. The best example of this in the Georgian market is the equipment company "Zumeri".

involvement. Properly prepared social media advertising will serve to establish Georgian companies as a brand, to establish and position them in the market. For the successful development of social media advertising, it is necessary to have a customer base that will be as involved as possible in the process. Various events, both commercial and non-commercial, can be organized to increase engagement. Social surveys are the best way to increase customer engagement. These surveys are often about general topics that are of great interest to the public, so response and engagement rates will increase.

It was quite difficult for Georgian companies to adapt the marketing mix to social media advertising, due to its dynamic and rapidly developing nature. Accordingly, marketers have developed 8 characteristics for social media advertising.

content. In order to improve the marketing campaign and stimulate sales, it is necessary to correctly form the content of social media advertising, which ensures the concentration of attention of the target audience and, accordingly, the increase of profits. "Content is king" - this saying of Bill Gates is the measure of success of modern advertising campaign. In order for Georgian companies to achieve success and have a long-term growth and development stage in the market, it is important to form the content taking into account the following factors: what position the company holds in the market; for whom it creates goods and services; what does the company offer to the customer; what interests the target audience; What are the goals and values of the company in the present and in the future.

channels. After the content vision of Georgian companies is consolidated, it is important to search for ways and means to provide information about their products and services to customers quickly and efficiently. Social media platforms are the best way to do this. However, it is important that Georgian companies choose a few strong platforms rather than spreading their efforts across the entire social network. E-mail marketing, which is the best means of direct two-way communication, does not lose its relevance today.

Change management. Managing change in both traditional and social media advertising is vital to the success of Georgian companies, but the difference compared to traditional advertising is the rapid pace of change and development of online advertising. Therefore,

Georgian companies choose to cooperate with advertising agencies. They have social media advertising specialists who are constantly learning and developing, while also testing the validity and ROI of the tools.

topics. In order to establish a two-way and healthy communication between Georgian companies and customers, it is important to place advertising content texts on the right channels that encourage brand interaction, for example, informational topics are generally allowed on Twitter, issues related to recruiting and human resources management are allowed on LinkedIn, and Content with aesthetic content is allowed on Pinterest, etc.

Quality certificate. Positioning the brand as an expert and leader is an indispensable lever for clearly demonstrating the achievements and results of the specialization of Georgian companies in the market and gaining a competitive advantage. Although a brand may use various social media tools to reach its target audience, it is important to increase the credibility of the content by attributing the work to the authors. A common characteristic of all thought leaders is their combination of experience and certifications.

quick action. Social media advertising is more dynamic than traditional advertising. It can provide immediate customer satisfaction. Viewers of social media ads can get instant access to detailed descriptions and samples of goods and services at the click of a button. This often results in welcoming, simple and effective messages that drive consumer action. Consumers get the impression that: Georgian companies become specialized in their field, are adjusted to the immediate needs of consumers, provide timely and easy communication.

calculation. One of the biggest advantages of social media advertising is the ability to review and analyze statistics, advertising results can be reviewed through "Google analytics", which will help Georgian companies get reliable and accurate information on how each advertising company affects their reputation.

Discuss the rules. In the mentioned marketing complex, in the direction of social media advertising, attention is focused on regulations and rules, which focus on the actions taken by Georgian companies in terms of social responsibility and, in the form of social media advertising, limit the sharing of texts that lead to harmful actions.

CONCLUSIONS

Thus, a thorough analysis of social media advertising and their impact on the development of Georgian companies allows us to assert that it is important to consider the following factors in this area: first of all, it is the fast pace of development and constant change in the social media space. Accordingly, Georgian companies should not only keep an eye on the latest developments in theoretical research, but also keep pace with the pace of practical development of social media advertising. It is also important to ignore the stereotypical opinion that the use of traditional advertising is ineffective and outdated, modern marketers believe that the combined use of traditional and social media advertising is a guarantee of the success of Georgian companies' business activities. A modern marketing mix tailored to social media advertising includes such fundamental elements that will help Georgian companies, by engaging in social media, increase awareness, brand loyalty and interest.

Due to the fact that today a large number of users use social media platforms, the success of Georgian companies requires a properly selected and managed channel, the advantage of social

networks is an in-depth analysis of advertising campaigns implemented through it. It is worth noting that, along with positive aspects, social media advertising is characterized by negative features as well - the threat of cyber-attacks, fraud, competitors' anti-PR, consumer complaints, subjective interpretation, the presence of fake profiles and bots, lack of visual content, limited access to social networks, mixed perception of the social media platform, Inconsistency between the positioning of Georgian companies and user expectations in social media. Therefore, it is important for Georgian companies to pay attention to these risks and control them more.

For successful business development, management and brand positioning by Georgian companies, it is important to develop a correct and targeted advertising strategy, follow the rules and receive news. Georgian companies in the market differ in their level of recognition, income and development, but it is possible to adapt the marketing mix to each sector, which ultimately ensures their success, both locally and internationally.

REFERENCES

- [1] **Batiashvili, M** (2023) *Iliauni Business Review*;
http://www.bpi.ge/index.php?option=com_content&view=article&id=15708%3Atbc&catid=977%3A2023-06-24-18-50-46&lang=ka
- [2] **Curtis, A.** (2023), *Mass Communication Dept*, University of North Carolina at Pembroke;
<http://www.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html>
- [3] **Elmore-Bosonac A.,** (2014) *Should Universities Develop Courses or Degree Programs in Social Media Marketing?* Proceedings of the Northeast Business & Economics Association; Eastchester (2014): 125-128.
<https://www.proquest.com/openview/e045bb7da13bc584f8249eeb85b5d450/1?pq-origsite=gscholar&cbl=6532244>
- [4] **Enukidze N.,** (2014). *The role of social media in the branding process of Georgian companies.* Ilia state university. Tbilisi. p.- 97.
<https://bte.iliauni.edu.ge/wp-content/uploads/2022/01/13515.pdf>
- [5] **Evans, D.** (2022) *Social Media Marketing An Hour A Day*;
- [6] **Gelashvili K.,** (2020). *The impact of social media on inbound tourists decision in Georgia.* ISCONTOUR 2020 Tourism Research Perspectives: Proceedings of the International Student Conference in Tourism Research pp. 331-342
https://d1wqtxts1xzle7.cloudfront.net/63260828/The_Impact_of_Social_Media_on_Inbound_Tourists_Decision_in_Georgia20200510-450-l88vh8-
- [7] **Marieta, B.** (2023) *The 9 platforms which changed your online marketing perspective*;
www.biancamarieta.com/SocialMediaAdvancementsOf2022thatimpact:
- [8] **of Georgia...**(2019). *In-depth study of Georgian media*, Caucasus Research Resource Center, Georgia;
- [9] **of Georgia...**(2021). *Georgian advertising market, international hardship.* Georgia;
- [10] **Parker, C.,** (2022) *301 ways to use social media*;
- [11] **Real Virtual....**(2022). *The Power of Real Virtual*, Caucasus Swiss Network, TSU;
- [12] **Ryan, D.** (2022) *Calvin Jones, The Best Digital Marketing Campaigns*;

-
- [13] **Rrustemi V....**(2013). Rrustemi V., Hasani E., Jusufi G., Mladenović D. *Social media in use: A uses and gratifications approach*. Journal of Contemporary Management Issues. UDC 004.738.5:366.1](497.115) p.-201-217; DOI <https://doi.org/10.30924/mjcmi.26.1.12>
- [14] **Sabashvili L.,** (2018). *Social advertising in modern Georgian television media*. Tbilisi, p. 67; <https://openscience.ge/bitstream/1/1345/1/MA%20Thesis.Sabashvili%20%20axteq.pdf>
- [15] **Schepp, B.** (2021). *Debra Schepp, Finbd a Job On Social Networks*;
- [16] **Shirky, C.** (2021) *The political power of social media, Foreign affairs, USA*;
- [17] **Social media....**(2023). *Development trends of social media in Georgia*;
- [18] **Tchanturia N.,**(2022). *The road from traditional marketing to digital marketing*. Innovative Economics and Management, 9(2), 29-37.
DOI: <https://doi.org/10.46361/2449-2604.9.1.2022.29-37>
- [19] **Thodua N.,** (2021). *Social Media Marketing*. Business Management. Brno, p-131; [file:///C:/Users/User/Downloads/Master Theis Nia Todua Final Archive.pdf](file:///C:/Users/User/Downloads/Master%20Theis%20Nia%20Todia%20Final%20Archive.pdf)
- [20] **Warner, B.** (2012). *Matthew Yeomans, The 50 Greatest Social Media ScrewUps and How to Avoid Being the Next One*.